Hope for the Future: Embedding 529 College Savings Accounts in Pediatric Care

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Population

BMC Pediatrics low-income families of color as economic distress disproportionately affects people of color

Method

Health equity approach connecting families with 529 accounts and financial coaching

Outcomes

*updated as of May, 2021

- 30.5% 529 opened
- 48% 529 considering
- 21.5% 529 declined

*10% opened a 529 on the spot (3% nationally)

Financial coaching

- 78.6% Scheduled
- 21.4% Declined

Kids Count Data Center. 2019.